



# USA PAVILION at FRUIT LOGISTICA 2007

*International Trade Fair for Fruit and Vegetable Marketing*

**February 8 – 10, 2007  
Berlin, Germany**



## **GENERAL INFORMATION**

Fruit Logistica is the largest trade show in the world for fresh produce, dried fruits, and tree nuts. Major retailers, importers, and wholesalers attend this 3-day event, making it an important contact center for horticultural traders interested in developing business relationships and increasing exposure in overseas markets.

## **SHOW STATISTICS**

The 2006 event was more international than ever, attracting 1,613 exhibitors from 64 countries with some 35,992 visitors from 112 countries worldwide; an increase of 17 percent. Approximately 86 percent of the exhibitors and 75 percent of the visitors were from non-German countries. Buyers from Russia, United Kingdom, Spain, Germany, Turkey, and many other countries visited the USA Pavilion in search of U.S. products.

## **MARKET INFORMATION**

Trade visitors from 112 countries around the globe attended Fruit Logistica 2006. However, the vast majority of visitors/buyers came from Europe, especially from the 25 member countries of the European Union. Europe is an important market for U.S. suppliers of fresh fruits and vegetables, dried fruits, and nuts.

U.S. exports of fresh fruits and vegetables, dried fruits and nuts totaled \$7.3 billion in calendar year 2005, of which more than 28% were destined for Europe. The primary area of destination was the EU-25 (\$1.9 billion). U.S. exports to the other European countries amounted to \$151 million. Nuts accounted for the largest share in U.S. exports to Europe (\$1.7 billion), fresh fruit was second (\$201 million), followed by dried fruits (\$152 million) and fresh vegetables (\$49 million).

## **TOP U.S. MARKET OPPORTUNITIES**

**APPLES, CRANBERRIES, DRIED PLUMS,  
GRAPEFRUIT, PEARS, CHERRIES, ALL TYPES OF  
BERRIES, ETHNIC & SPECIALITY VEGETABLES,  
AND READY-TO-EAT PACKAGED VEGETABLES.**

The USA Pavilion at Fruit Logistica is endorsed by the United States Department of Agriculture, Foreign Agricultural Service.

*For additional information contact:*

**B-FOR International USA**

Phone: (540) 373-9935

Email: [mwalsh@exhibitpro.com](mailto:mwalsh@exhibitpro.com)

## **USA PAVILION PARTICIPATION CONDITIONS**

All firms exhibiting in the USA Pavilion at a USDA-endorsed show must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.

## **USA PAVILION PARTICIPATION OPTIONS**

### **SPACE ONLY**

Exhibit with your custom booth within the USA Pavilion

Includes:

Space (minimum 9 m<sup>2</sup>)

Full access to all USA Pavilion services including Hospitality Lounge, Business Services, and High Speed Internet Access

One exhibitor pass for every 3 sqm

### **COMPLETE BOOTH PACKAGE**

An easy, cost-effective way to exhibit

Includes:

Carpeted Space (minimum 9 m<sup>2</sup>)

Fully furnished booth equipped with:

Lighting	Signage
One Table	Three Chairs
One Bar Stool	Two Shelves
One Info Counter	

Full access to all USA Pavilion services including Hospitality Lounge, Business Services, and High Speed Internet Access

One exhibitor pass for every 3 sqm

## **FUNDING AVAILABILITY**

Your company may be eligible to take advantage of a financial support program that helps offset the cost of exhibiting at international trade shows. By exhibiting in the USA Pavilion, eligible companies can receive reimbursement for up to 50 percent of exhibition-related expenses, including exhibiting fees, international travel costs, set-up rental, and freight. Contact the State Regional Trade Group in your geographic area for Branded Program application details:

### **Food Export USA Northeast**

[www.foodexportusa.org](http://www.foodexportusa.org), Application Due: August 1<sup>st</sup>

**MIATCO** (Mid-America International Agri-Trade Council)

[www.miatco.org](http://www.miatco.org), Application Due: August 1<sup>st</sup>

**SUSTA** (Southern United States Trade Association)

[www.susta.org](http://www.susta.org), Application Due: July 30<sup>th</sup>

**WUSATA** (Western United States Agricultural Trade Association)

[www.wusata.org](http://www.wusata.org), Application Due: July 1<sup>st</sup>



# FRUIT LOGISTICA 2007 USA PAVILION APPLICATION

February 8-10, 2007, Berlin, Germany



## Exhibitor Information

EXHIBITOR: \_\_\_\_\_ PRINCIPAL CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

PHONE: (\_\_\_\_) \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_ E-MAIL: \_\_\_\_\_

## Participation Information

### I. Participation Options

**A. Pavilion Space Only**  
(Minimum 9 m<sup>2</sup>)

**B. Complete Booth**  
(Minimum 9 m<sup>2</sup>)

\_\_\_\_\_ m<sup>2</sup> @ 350 € / m<sup>2</sup>

\_\_\_\_\_ m<sup>2</sup> @ 600 € / m<sup>2</sup>

= \_\_\_\_\_ €

### II. Co-Exhibitors

(Only registered co-exhibitors will receive the co-exhibitor package including signage and exhibitor passes)

\_\_\_\_\_ Co-Exhibitors @ 200 € each

+ \_\_\_\_\_ €

### III. Mandatory Promotion Package (90 € per Exhibitor and 90 € per Co-Exhibitor)

Charged by the Show Organizer, this fee includes basic entry in the printed and online catalogs and inclusion in the Fruit Logistica Virtual Market Place.

+ \_\_\_\_\_ €

**Upon completion of application please transfer 50% deposit to:**

**TOTAL = \_\_\_\_\_ €**

**B-FOR International, Berliner Sparkasse, Savigny Platz9/10, 10623 Berlin, Germany, BLZ 100 500 00, Account # 0770007660, Swift Code: BELADEBE**

## Special Requests Please check appropriate box

1 Corner     2 Corners (Peninsula)     4 Corners (Island)    (There is a 10% premium per requested corner)

Other Requests: \_\_\_\_\_

## Authorized Signature Applicant has read, understands, and is bound by the Terms and Conditions of Participation printed below.

X \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

**Fax completed application to:**

**B-FOR International USA**

**Fax: + 1 (540) 372-1414**

## Terms & Conditions of Participation

B-FOR International, hereinafter referred to as B-FOR, and the exhibiting organization, hereinafter referred to as the Exhibitor, by the signing of the USA Pavilion Application do hereby agree to and are bound by the following conditions of participation:

### I. B-FOR agrees:

- A. To carry out the project described in the Invitation, on the condition that the requisite number of exhibitors apply.
- B. To provide the following exhibition services: overall stand/exhibition design, fabrication, installation and dismantling of rental display system, furniture and standard identification signs; electrical for normal usage; access to business services, exhibitor lounge and other services described in the Invitation.

### II. The Exhibitor agrees:

- A. To submit a completed Application for participation, duly signed, and transfer 50% deposit to B-FOR, who will approve Application for participation upon receipt.
- B. To make payments to B-FOR for exhibit space and stand equipment as well as for additional services as ordered and/or contracted. In all cases where an Exhibitor has co-exhibitors within its group exhibit, the primary Exhibitor is responsible for all the group's payments.

- C. To keep a fully equipped and staffed stand in the USA Pavilion during all open hours throughout the entire show. If Exhibitor fails to comply, B-FOR may make provisions to equip and staff the Exhibitor's stand at Exhibitor's expense.

- D. To carry its own property and liability insurance.

- E. To take responsibility for all costs for shipping, duties, and handling of all own printed material and all own exhibits, and the removal of said material from the exhibition site after the close of the show.

### III. Other conditions:

- A. B-FOR has the sole authority to assign, reassign and allocate space. Exhibitor Applications will be processed in the order they and full payment are received. B-FOR reserves the right to accept or refuse applications for any reason. Confirmation of participation, as well as space allocation, is made solely by B-FOR.
- B. USA Pavilion participation is open to companies and organizations selling and promoting U.S. products (i.e., at least 51 percent U.S. origin computed on a value or volume basis), their overseas subsidiaries, agents, representatives and licensees only.
- C. Exhibitors may not sublease contracted booth space without written consent from B-FOR.

- D. Although B-FOR will make every effort to facilitate a successful exhibition, it does not guarantee the success of any participant in the USA Pavilion. The only contractual obligation B-FOR assumes are those expressly made herein or mutually agreed to in writing.

- E. The Exhibitor releases B-FOR and the Show Organizers from liability for any illness, injury, loss of life, damage to persons or property by reason of participation in the USA Pavilion, or by reasons of acts by Exhibitor, its agents, employees, contracted labor or clients.

- F. If, for any reason, the Exhibitor cancels participation, and a written notice is received by B-FOR before December 1, 2006, a cancellation fee of 500 Euro will be incurred, after which date no refunds will be made and the exhibitor is bound to pay 100% of all fees paid and due. Any reduction in space size after an Application has been submitted will be treated as a cancellation.

- G. The payment submitted with an Application is fully refundable in the event the Exhibitor is not approved by B-FOR or no more exhibit space is available.
- H. These Terms and Conditions amend and supersede all other conditions, rules and regulations laid down by the Show Organizers.

- I. B-FOR is authorized to mail, fax, and/or email to Exhibitors materials related to this event and other potential events of interest.

Please retain a copy of this Application for your records.